



Historic Preservation Board

Date: September 5, 2017

Time: 6:00 p.m.

Location: Lower Level Council Chambers – 57 E. First Street

Members Present	Members Absent	Staff Present	Guests
Laura Schaffer-Metcalf, Ed.D., Chair Greg Marek Louise Swann Janice Gennevois, Vice-Chair Annalisa Alvrus, Ph.D. Milagros Zingoni Brandon Benzing		Kim Steadman Lauren Allsopp John Wesley Christine Zielonka	Vic Linoff Amy Mahoney Mike Shores Others

1. Call meeting to order

Chair Schaffer-Metcalf called the meeting to order at 6:01 p.m.

2. Election of Vice-Chair for 2017/2018

First motion made by Chair Shaffer-Metcalf to vote between Board member Swann and Vice-chair Gennevois, and seconded by Board member Zingoni.
Voting carried 7-0 in favor of Vice-chair Gennevois.

3. Approval of the June 27, 2017 and August 2, 2017 regular meeting minutes.

First motion made by Chair Shaffer-Metcalf to approve the minutes, and seconded by Board member Zingoni.
Motion carried 7-0.

4. Miscellaneous Items from the Audience

None

5. Discuss restoring the position of a dedicated, full-time Historic Preservation Officer (HPO)

Chair Shaffer-Metcalf stated the goal of the Board was to fill the position. Board member Swann noted that the Board generated a document justifying the filling of the position in 2015 and that that work can be used in the current effort. Chair Shaffer-Metcalf asked if the current contract for an HP professional expires in two years. Staff member Allsopp explained the contract has a provision to extend it on an annual basis. Board member Marek stated it should be a multi-year contract. Board member Zingoni asked for confirmation that in 2008 the HPO was a full-time position, not an annual contract. Staff member Wesley confirmed that, and confirmed the City has not filled the position since it was last vacated. Board member Marek stated that the finances of the City are still tight, and that it is not currently in the budget to fill the HPO position. Staff member Wesley confirmed, but said the question can still be raised. Board member Gennevois says we need to show what has been accomplished by Staff member Allsopp, and the body of work that remains undone because the HPO position is not filled. Discussion ensued about creating educational materials to be used in seeking support of individual Council members. The Board agreed on two workgroups, 1) an Advisory Group to draft a PowerPoint, and documentation for use in meeting with Council members (Chair Shaffer-Metcalf, and Board members Swann and

Alvrus) and 2) an Education Group to use the materials in meetings with Council members (Vice-chair Gennevois and Board members Marek and Benzing). Staff member Wesley raised a discussion of Open Meeting law, stating that decisions cannot be made in committees, but that work can be done in committees of 3 or fewer Board members, with materials and decisions brought before the Board for decisions in a public hearing. The Board discussed using google drive or drop box, with Board member Alvrus preferring google. Staff member Allsopp offered to work with the Advisory Group to set this up.

6. Discuss the award for the student video contest

Board member Zingoni proposed asking the Zoo, the Cubs, etc. for prize donations. Chair Shaffer-Metcalf suggested the Chamber, and asked how we go about asking. Staff member Wesley said staff will ask the City's PIO if there is a protocol. Board member Zingoni proposed a letter of recommendation from the Board for the Video Contest winner, that would be presented in a public setting, to be determined. After a discussion of the \$100 prize money for the Writing Contest, Board member Swann suggested the prize money could be raised within the board. Board member Marek offered to provide the \$100.

7. Updates on ongoing items:

a. Sirrine House update

Staff member Allsopp asked if there is an update on the West 2nd Street HD's request to use the house. Staff member Wesley has not heard back. Staff member Allsopp asked staff to provide an update on next month's agenda. Board member Marek asked if the information can be given directly to the West 2nd Street people. Staff member Allsopp will make that contact.

b. Neon sign update

Staff member Allsopp reported the Sally's sign was dismantled and stored. She has talked with the owners of the Bill Johnson's property and they intend to keep the sign. Another historic sign was discovered on a separate property under the control of this owner. Staff member Allsopp announced that SHPO has awarded Mesa two grants, Historic Neon Sign Survey, and Preserving Historic Downtown Mesa. Each grant includes \$10k of Federal funds, with a requirement for \$6,667 in local matching funds.

c. October Meeting Location

The Board discussed the proposal for an on-site meeting in one of the existing or proposed districts. Suggestions were made to postpone until November, or to postpone until the new year to allow the Board to focus on the HPO project. Staff member Allsopp proposed continuing this discussion to the October agenda.

d. Flying Acres progress

Mike Shores, a resident of the Flying Acres neighborhood addressed the Board, expressing interest in becoming a Historic District. Staff member Allsopp stated that the neighbors are doing the legwork of the survey. She also explained that the name of the subdivision comes from the Gateway pilots who originally lived in the neighborhood.

e. Historic Preservation Office Annual Report

Staff member Allsopp displayed the annual report. The Westside Clark HD will show as "in progress", because it became a district after the official date of the report.

f. Historic Preservation Board Annual Goals

Board member Zingoni proposed a goal of implementing the grants. Vice-chair Gennevois a goal of a neon sign ordinance. Board member Marek asked if it is the Board's goal to have a downtown historic district. Staff member Allsopp responded that there was not support for the "Main Street America" program. Vice-chair Gennevois asked if we have approached merchants. Staff member Wesley responded that Vic Linoff and Ron Peters have. Board member Marek noted there was work accomplished which doesn't show up on the report, such as work done with neighborhoods. Staff member Allsopp replied that the report treats the progress of the goals set by the Board, although additional work was accomplished. Board member Marek proposes a goal of continuing to work with neighbors, including WW-II neighborhoods. Staff member Allsopp will add to the report work which was done, even if it was not identified in the annual goals. Board member Zingoni asked about the Façade Improvement project in the new goals. Board member Marek said the Board would continue to work with Mr. McVay on that.

g. Public Relations – including the Second Fridays event

Staff member Allsopp opened the discussion by proposing ideas and asked the Board what it wanted to see, going forward. A discussion of Staff member Allsopp's newsletter ensued, and who was receiving it. Ms. Allsopp provided it to the Mayor. The Board requested that in addition to the Mayor, paper copies should be provided to City Council. Department Directors, the Downtown Association and the Chamber should receive it too.

There was consensus that the Second Fridays events are a good opportunity, but they need to be stepped up, better organized. Perhaps period costumes. Vice-chair Gennevois said the intent was to engage neighbors and get them to attend HP Board meetings but it has not worked. Chair Shaffer-Metcalf proposed focusing on the project for a full-time HPO rather than retuning Second Fridays right now. Board member Benzing proposed tabling this discussion for this year, and discussing it after the façade improvements are complete. Board member Marek suggested participating in other events. Staff member Allsopp suggested a social media outreach, but stated her part-time status does not allow her to manage such a program with consistency, stating that this is another reason to have a full-time HPO.

h. Certificates of Appropriateness

- i. 148 N. Pomeroy – Staff members Allsopp and Steadman stated they are working with the designer for this property who has presented a design for a new house. Staff has met and emailed with the applicant, working toward a façade that is appropriate to the Wilbur HD.
- ii. 463 N. Grand – Staff member Steadman stated that this contributing property in the Evergreen HD has building elements that extend onto neighboring properties. It has received a variance to allow structures to extend to the property lines, but not beyond. The property owners are in the early stages of examining options. A Certificate of Appropriateness will be required.
- iii. 151 N. Wilbur – Staff member Steadman stated that an application has not been received for this property, but that a Certificate of Appropriateness will be required. Vice-chair Gennevois stated that the owner intends to build.

8. Updates on Museums, Exhibits, Committees and Events related to Historic Preservation

Staff member Allsopp updated the Board on the Safeway building at 827 E. Main St. She met with the property owner and will generate a PowerPoint for use in attracting a grocery store. She is using demographic information available on MAG Maps. Staff member Allsopp showed a 6-minute video she made of the removal and storage of the Sally's neon sign. She stated the video will be uploaded to the City's HP site. Vice-chair Gennevois noted that the

yoga studio at 202 W. Main St. is leaving and that it has a sign that may be of interest, although elements of the sign are more recent modifications.

Vic Linoff discussed the moving of the Sally's sign and noted that their website received 6,000 hits for the Sally's sign. He updated the Board regarding the Buckhorn Baths property. The new owner intends to retain only limited elements, but not the buildings. Mr. Linoff proposed putting the Frontier Motel sign in storage, and suggested the Board propose to Council that the Federal Building could be used as a neon sign museum. He continued with information about the great expense of dismantling and renovating neon signs. He invited the Board to attend his presentation "Saving Private Neon" at the Sunset Library, the following Saturday.

9. Board Member comments, questions, and future agenda items

None

10. Adjournment

Chair Schaffer-Metcalf adjourned the meeting at 8:17 pm.

First Motion made by Board member Gennevois to adjourn the meeting and seconded by Board member Zingoni.

Motion carried 7-0

Supporting data is available for public review in the Planning Division,
Municipal Building, 55 N. Center St., Mesa, Arizona 85201

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